

How Ascent Brand Communications Delivers Rural Marketing Excellence Through Strategic Campaigns

Visualize an instance, wherein a farmer in rural Madhya Pradesh picks up his smartphone, opens WhatsApp, and sees a video of his neighbor blowing a bugle with tremendous force, proudly declaring "**Har Ekar Le Jyada Paidawar**" (More yield from every acre). Within days, the same farmer is standing in his field, holding premium rice seeds that promise to change his income and family's fortune. This isn't a marketing delusion – it's the reality that Ascent Brand Communications, a strategic rural marketing agency creates daily through their innovative rural marketing campaigns.



The Art of Agricultural Storytelling

When Savannah Seeds approached [Ascent Brand Communications](#) to launch their Sava 7301 & Sava 7501 rice varieties in Punjab and Haryana, they weren't just looking for a marketing campaign – they needed to penetrate the hearts and minds of farmers who had been growing rice for generations. The challenge was big: How do you convince seasoned farmers to try new seeds when their livelihoods depend on age old, proven methods?

Ascent's solution was brilliantly simple yet sophisticated. We created an integrated digital and Below-The-Line (BTL) campaign that spoke the language of aspiration: "**Har Ekar Le Jyada Paidawar**" – a promise that resonated with every farmer's dream of prosperity.

The BTL Marketing campaign's creativity lay in its execution. Instead of traditional advertising, we deployed mobile vans across villages, turning marketing into entertainment. Farmers participated in bugle-blowing contests, with audio meters measuring whose call was the loudest. Winners received gifts, but more importantly, they became brand ambassadors when their proud moments were shared on social media platforms like Instagram and Facebook.

The results were staggering: 1 million reach, 2.17 lakh engagements, and 15.09 million impressions, proving that rural marketing strategies aren't about reaching people – it's about creating movements.

Beyond Seeds: Housing Dreams in Rural India

Rural marketing excellence isn't limited to agriculture. When Ummeed Housing Finance needed to reach India's unbanked population – auto-rickshaw drivers



लो ज्यादा का चैलेंज और बनो अपने गाँव के रणभेरी!

ज्यादा की शुरुआत करो!

- गिरने के प्रति सहनशील पौधे
- फसल / फसल मुक्त वातावरण
- बेहतर मिलिंग प्रशिक्षण व बाजार भाव
- कम समय में भरपूर पैदावार

हर एकड़ ज्यादा पैदावार लेनी है!

बुकिंग प्री-बुकिंग अभी चालू है : आज ही अपना पैकेट बुक करने के लिए यहाँ क्लिक करें और फॉर्म भरें।

street vendors, small traders – they faced a unique challenge. How do you make home loans appealing to people who've been excluded from traditional banking?



Ascent's "**Sunao Dard-e-Kirayedari**" campaign transformed a serious financial product into an engaging, humorous experience. Mobile vans toured across Madhya Pradesh, featuring balloon-shooting games with the playful slogan "**Goli Maaro Kirayedari ki**" (Shoot down tenancy troubles). The campaign didn't just sell loans; it created emotional connections by addressing the universal frustration of dealing with landlords.

The brilliance was in the details: A "Jumla Kirayedari Ke" contest where participants shared their landlord experiences in humorous ways, selfie points for social media virality, and one-on-one interactions that explained complex financial concepts in simple terms.



Over 31 days, the campaign reached 4,385 individuals, generated 1,771 qualified leads, and created a buzz that extended far beyond the immediate audience through social media sharing.

Technology Meets Tradition: The FullPage Revolution

Perhaps no campaign better illustrates Ascent's knowledge of rural marketing strategies than our work with Savannah's FullPage Rice Cropping Solution. Here was cutting-edge agricultural technology that promised to revolutionize farming – but it required educating farmers about concepts like direct-seeded rice (DSR) and integrated weed management.



Ascent's approach was methodical and brilliant. We created a four-phase campaign:

Phase 1 - Teasing the Impossible: Creatives posed seemingly impossible questions – “Rice cultivation with fewer labourers?” “Paddy cultivation in less water?” – with the promise that solutions were coming.

Phase 2 - Revealing the Possible: The FullPage solution was revealed with the powerful slogan “**Namumkin Abhi Mumkin Hai!**” (Impossible Is Possible Now!).

Phase 3 - Reinforcing Benefits: Focused messaging about environmental benefits, cost savings, and practical advantages.

Phase 4 - Ground Activation: Mobile vans with dice games where each roll revealed a different benefit of the FullPage system.



The campaign's success was evident in its 7,326 leads generated across Haryana and Punjab, but more importantly, it demonstrated how complex agricultural innovations could be made accessible to traditional farming communities.

The Heavy Hitters: Sava 300's Market Domination

When Savannah Seeds launched Sava 300 rice variety, they needed more than awareness – they needed farmers to believe in the product's superior quality. Ascent's "**SABSE BHARI SAB PAR BHARI**" (Heaviest of all, Heavy on all) campaign turned product benefits into tangible experiences.



The centerpiece was a weighing game where farmers compared their own weight with rice grains, creating a memorable metaphor for the product's “heaviness” and quality. But Ascent didn’t stop at ground activations – they created an integrated digital ecosystem with teaser campaigns, farmer testimonial videos, and social media contests.



The advertisement features a background image of a hand holding a large quantity of white rice. In the top right corner, the Savannah logo is displayed on a yellow background. Below it, a green banner contains the text 'बेहतर मिलिंग' (Better Milling) and a large yellow percentage symbol '%'. In the bottom left, a bag of Sava 300 rice is shown. In the bottom right, there is a graphic of two rice bags, one labeled 'अव्य धान' (Aavya Dhan) and the other 'Sava 300', with a crown on top of the latter. Below the bags, the text 'सबसे भारी' (Savse Bhaari) and 'सब पर भारी' (Sav Par Bhaari) are written in a stylized font, followed by 'स्मार्ट धान से बनें स्मार्ट किसान' (Smart Dhan se Banen Smart Kisan).

बेहतर मिलिंग
%

आज ही नजदीकी कृषि दुकान पर संपर्क करें
या नीचे क्लिक कर फॉर्म भरें।

सबसे भारी
सब पर भारी
स्मार्ट धान से बनें स्मार्ट किसान

The numbers tell the story: 249 villages covered, 5,697 farmers reached, 1,299 leads captured, and purchase commitments for 5,583.23 acres. Digital metrics were equally impressive with 2.5 million+ reach and 3.6 million+ impressions.

Beyond Agriculture: Diversifying Rural Engagement

Ascent's expertise extends beyond agricultural products. Our work with Orient Paper demonstrates how rural marketing can serve industrial needs. The "**Adopt Panchaj Sutra**" campaign promoted eucalyptus farming as a raw material source, positioning it as sustainable development rather than mere business expansion.



Using messages like "Vrixhropan Ho Kheti Sang, Toh Ujjwal Ho Bhavish So Ka Rang" (Tree plantation along with farming makes the future bright), the campaign successfully integrated environmental consciousness with economic opportunity, generating 8,900 qualified leads.

The Ascent Methodology: What Makes Them Different

What sets [Ascent Brand Communications](#) apart in rural marketing isn't just our creativity – it's our systematic approach to understanding and engaging rural India:

Cultural Integration: Every campaign uses local languages, references familiar experiences, and respects traditional values while introducing modern concepts.

Gamification Excellence: From bugle-blowing contests to dice games, Ascent transforms product education into entertainment, ensuring higher engagement and retention.

Digital-Physical Synergy: Our campaigns seamlessly blend online and offline touchpoints, creating multiple opportunities for engagement and reinforcement.

Emotional Storytelling: Rather than focusing solely on product features, we create narratives around aspirations, challenges, and community pride.

Measurable Impact: Every campaign delivers quantifiable results – leads generated, areas covered, audiences reached – providing clear ROI metrics.

The Future of Rural Marketing

With over 20 years of experience and a portfolio spanning agriculture, financial services, consumer durables, and industrial products, Ascent Brand Communications has established itself as India's premier rural marketing agency.

ESTABLISHED TATA MOTORS IN THE MARKET CAPTURED BY MAHINDRA BOLERO

By connecting with farmers in Mandis and engaging them in experiential way for product education, myth busting and lead generation.



The agency's success lies in understanding a fundamental truth: Rural India isn't a market to be conquered – it's a community to be engaged. Through innovative campaigns that blend tradition with technology, entertainment with education, and local insights with global standards, Ascent continues to bridge the gap between brands and rural consumers.

For brands looking to engage with rural India's immense market potential, Ascent Brand Communications offers proven strategies, experienced execution, and measurable results. Explore our complete portfolio of [strategic rural marketing case studies](#) to discover how we can transform your rural marketing initiatives.